



## Division of International Business



Take advantage of upcoming domestic and international events that will help you expand your business

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### Newsletter Highlights

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## Governor's Trade Mission to Brazil and Mexico

### June 18-25th

Governor Otter will lead a delegation of Idaho companies to Sao Paulo, Brazil and Mexico City, Mexico, June 18th through the 25th, 2011. Companies participating in the mission will receive a customized appointment schedule, business and cultural briefings, an in-country business networking reception, access to the Governor's Valued Partner Award for existing customers and partners and high level access to business and government decision makers.

Companies interested in learning more about how to increase their export business to Mexico and Brazil by participating in the trade mission, should contact [Christy Newbold](#) at (208) 334-2650 Ext. 2129.

## Trade Manager Visits

International trade office managers, Mr. Xu Fang (China), Mr. Eddie Yen (Taiwan), and Mr. Armando Orellana (Mexico), will be visiting Idaho between February 7 and February 24. They will be available to meet with Idaho companies to discuss export strategies, country specific updates, market trends and international trade events.

If you are interested in the China market and you would like to meet with Mr. Xu Fang between February 14 and February 24 for a one-on-one consultation, please contact [Jake Klossner](#) (208) 334-2650 ext. 2113.

If you are interested in the Taiwan market and you would like to meet with Mr. Eddie Yen between February 14 and February 24 for a one-on-one consultation, please contact [Jennifer Verdon](#) (208) 334-2650 ext. 2117.

If you are interested in the Mexico market and you would like to meet with Mr. Armando Orellana between February 7 and February 18 for a one-on-one consultation, please contact [Christy Newbold](#) (208) 334-2650 ext. 2129.

## Export Fundamentals Seminar Series

97% of US exports are from small to medium sized businesses. Does your company have export potential? Export Fundamentals is an introduction to exporting seminar for Idaho companies interested in taking their business global. This series will be kicked off in Coeur d'Alene and will go on to Pocatello and Twin Falls.

Determine if your company has what it takes to capitalize on global trade opportunities. Speakers are chosen from Idaho exporters and export services providers.

- Learn how exporting can grow your business, even in a down economy
- Develop strategies for finding new customers and diversifying your customer base
- Maximize profit and minimize risk through financing, insurance and transportation services
- Discover how to use local, state and federal resources

## **Entering the Dragon: Market Opportunities in Greater China**

Idaho's global trade experts will deliver a special keynote luncheon presentation focusing on target export opportunities for Idaho companies in China and Taiwan.

**Export Fundamentals** (8:30am-11:30am)

Tuesday February 22, 2011 Coeur d'Alene Resort

**Entering the Dragon Keynote Luncheon** (11:30am-1:00pm)

For additional information on the Coeur d'Alene event [click here](#)

### **Export Fundamentals**

Thursday, March 17, 2011 (2-4 pm)

Pocatello, Idaho – Department of Labor

### **Export Fundamentals**

Friday, March 18, 2011 (2-4 pm)

Twin Falls, Idaho- Department of Labor

## **Trade Winds Forum - Mexico and the Americas**

### **Mexico City, Mexico - April 6-12, 2011**

Mexico is our third largest trading partner worldwide, with approximately USD \$1 Billion in two-way trade crossing the border each day. The Trade Winds Forum, organized by the US Commercial Service, is your company's connection to business opportunities in Mexico and the Americas to tap into this \$238 billion regional export market. Attend conference sessions, consult with commercial attachés and network with leading industry and government officials.

[Click here](#) for more information and to register for this event. Deadline to Register February 18, 2011.

## **International Trade Shows**

### **Interzum Guangzhou 2011**

March 27-30, 2011

Guangdong, Guangzhou, China

Southern China is one of the biggest furniture manufacturing markets in the world. In Guangdong, the furniture production industry is worth US\$6 billion, and produces over half of China's worldwide exports. As the world's largest manufacturer and supplier of home and office furniture, China has become an important industry hub. It regularly attracts manufacturers of woodworking machinery, suppliers of raw materials, and furniture producers for this lucrative industry.

Mr. Xu Fang, Director Idaho-China Trade office, will provide support, interpretation assistance, and help facilitate meetings between Idaho companies and potential distributors and business partners. Deadline for response is February 21st, 2011.

If you are interested in marketing your products at this event, contact: [Jake Klossner](#) at (208) 334-2650 ext. 2113 with any questions.

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## News and Items of Interest

### [Export.com FREE Webinars](#)

The US Commercial Service is providing a series of **FREE** Webinars on a variety of export topics. Please [register](#) online. You will need an internet connection to view the conference and a phone to call in to receive the audio portion of the presentation. (Please note that times listed are EST)

#### [How to Classify Your Commodity \(February 23\):](#)

Experts from the Commodity Analysis Branch will provide training on the Harmonized System, classification tools, general rules of interpretations and the Schedule B Manual.

#### [How to Find HS Codes, D & T \(March 2\):](#)

Every product has its own harmonized code. Learn how to classify your product, find its harmonized code and compute duties and taxes.

#### [Resources You Should Know \(March 16\):](#)

Learn about all the free and low-cost export assistance available to you from federal and local government sources, as well as trade associations and non-profit organizations.

#### [Improving Your Cultural Intelligence \(March 16\):](#)

Learn how to identify the cultural implications of marketing and negotiating decisions, and how to more effectively function in culturally diverse settings.

#### [How to Identify International Markets for Your Products \(March 23\):](#)

Learn how to use and apply proven tools and strategies for market selection including how to evaluate cultural, economic, logistical, competition, risk and other factors.

#### [Taking Advantage of NAFTA \(March 30\):](#)

You'll learn how make use of the duty-free benefit on exports to our largest trading partners.

### [Update: Incoterms 2010](#)

INCOTERMS (International Commercial Terms) is a series of international sales terms published by the International Chamber of Commerce and it is widely used in international transactions. Although these are not regulations or laws, INCOTERMS can be very helpful when doing international transactions because they facilitate those transactions and define responsibilities between buyer and seller.

Originally, the INCOTERMS 2000 was classified into four different categories: E, F, C, and D, which included 13 terms. As of January 1st, 2011, INCOTERMS 2010 took effect. There are some important changes in the new publication:

- The terms are classified in 2 groups, those applicable to all modes of transport and those only applicable to sea and inland waterway transport.
- There are now a total of 11 terms, with 2 new additions: DAP and DAT.
- There are 4 deleted terms of the original ones: DAF, DDU, DEQ, and DES.

### [The Small Business Jobs Act of 2010](#)

SBA export loan programs loan amounts have been increased. For more information [click here](#).

- The Export Express program has been increased to \$500,000.
- The Export Working Capital Program has been increased to \$5 Million.

The size of business that SBA can finance has been changed. Effectively immediately, applicants will be considered small and eligible to receive SBA financing if they meet the traditional SBA size standard for their industry OR the alternate size standard as follows:

- (i) the maximum tangible net worth of the applicant is not more than \$15,000,000; and
- (ii) the average net income after Federal income taxes (excluding any carry-over losses) of the applicant for the 2 full fiscal years before the date of the application is not more than \$5,000,000.

## [World Trade Day](#)

### **Save the Date - May 4-5, 2011**

Increase sales revenue and export your products. Outstanding resources are available to qualify sales leads, develop pricing and payment strategies, and transport exports. Whether you are new to exporting or refining strategies, come learn about successful exporting and how you can benefit. WTD Golf Tournament will take place May 3rd and WTD seminars are held May 4th.

[Watch here](#) for more information and to register.

***"We Create Jobs, Strengthen Communities and Market Idaho."***

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